OLIVE CONSULTING GROUP

Strategic Marketing & Communications
for Growing Companies

Growing companies don't necessarily need more marketing. They need better marketing leadership.

Olive Consulting Group provides senior marketing and communications leadership to growing companies that have outgrown founder-led marketing but aren't ready to hire a full-time CMO.

The Olive Difference

Not a traditional agency. Not a freelancer. Not just another marketing resource.

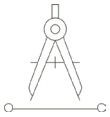
Olive sits between the CEO and the work.

We figure out what the company actually needs, build the strategy, lead the work and bring in the right specialists when additional expertise is needed.

The result: senior marketing leadership without having to build a large team or manage a collection of disconnected vendors.

Strategy first. Execution where it matters.

Senior strategic thinking across four core domains:



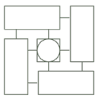
STRATEGY
Positioning
Roadmaps
Audience Strategy
Priorities & KPIs



MESSAGING & REPUTATION
Corporate Narrative
Executive Positioning
Thought Leadership
Board Communications



VISIBILITY
Content
Digital & Social Strategy
Events
Public Relations



ORGANIZATION
Team Structure & Hiring
Agency & Vendor Management
Mentoring
Processes & Measurements

Why Olive

20+ years of senior leadership across high-growth companies, agencies, executive communications, marketing strategy and team leadership. We understand what it's like to have a big goal, a stretched team and a CEO who needs results yesterday.

Olive brings the experience, judgment and leadership to turn marketing from something you are managing into something that is helping drive the business forward.

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